

JUBILEE PARADE, LOWESTOFT

THE PROPOSALS

The new Jubilee building and public realm has been designed to be inclusive to everyone, encourages tourism, and creates a destination for this part of the beach.

It takes inspiration from the rich historical landscape and uniqueness of this site and integrates these layers of detail into an inviting series of spaces. It looks to the future of the area and making this beach space timeless, distinctive, and fun for everyone.

The project involves the demolition of the existing 1930s structure, and the construction of a new, accessible two storey café complex and beach area that accommodates:

- A new indoor café/restaurant facility on the first floor, offering uninterrupted views of the sea with outdoor seating.
- Three concession units on the ground floor
- New toilets, showers, and a changing places facility.
- A lift and new staircase between the upper promenade and lower promenade to provide improved access to the seafront.
- Improvements to the public realm will be made including new lighting, beach front decking, and replacement of the cliff top wall.

Within the designs we have acknowledged the position of the proposal within a Conservation Area and have taken inspiration from the heritage of the area to inform the contemporary design.

The project is being undertaken to improve the leisure offer for residents and visitors, and to improve footfall in the area. The existing structure sadly does not allow for the provision of modern facilities, and requires significant investment to improve the existing access, update the utilities, and safely process wastewater.



Proposed Jubilee Development



Example: Beach Cafe



Example: Concession Spaces



Example: Restaurant



Example: Changing Places Facility